

WEEKLY REVIEW

Great Avalanche of Orders Continues to Pour In

WEEK ENDING OCT. 2d SHOWS
GAIN OF 160 %.

Mr. T. R. Gerlach follows up this big week with one of his spectacular stunts. It's an order for 50,000 fine mounts with all the trimmings, and the price runs into large figures.

KEEP IT UP, BOYS!

The Weekly Review



Published in the Interest of the Sales Department of the Gerlach-Barklow Co.

VOLUME
T W O

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NUMBER
FORTY-THREE



WEEK ENDING, OCT. 2nd

One Hundred and Sixty Percent Gain for the Week. What do You Think of That? Following the startling announcements we made during the past several weeks in the pages of the Review, doesn't this stagger you? For the first week of September our sales showed an increase of 135% over the corresponding week of last year, and for week ending Sept. 18th we announced an increase of 148%. Now comes the climax! 160% gain for week ending Oct. 2nd.

In our last issue, reviewing week ending Sept. 25th we told you that our sales were larger than for any week since the middle of April. We have again duplicated this performance. What is more—we have made this fine showing without the splendid order landed by Mr. T. R. Gerlach, to which we refer on the cover of this issue. We told you last week that we were keeping something up our sleeve, and mentioned the fact that a splendid order of Mr. Gerlach's had just reached us by mail. This order was received on Monday, the 4th, therefore it is not included in the total for the week we are now reviewing. While we are on the subject, we want to add that this is by far the largest order we have secured this year. It is for 50,000 special mounts made up on our highest grade of stock, silk tassels, pads attached with silk cords, etc. This order, by the way, was landed by Mr. Gerlach last year, and the fact that it comes to us again, is mighty good evidence as to the quality of our goods.

Another good order we referred to last week was one secured by Mr. A. E. Gerlach amounting to \$850.00. This order likewise was not included in total for week ending the 2nd, having reached us on Monday, the 4th. By the way, this order is very likely to be increased to at least three times its present size and possibly more.

You can easily understand that these orders as well as the many other important ones referred to lately are mighty gratifying to us, as large buyers usually look over the lines of

the leading companies before placing their business. We have maintained right along that the G.-B. line is the best on the market and we don't know of any better evidence to set forth, than to point to the important orders our sales force are now booking and have been writing all year.

By the time this season closes we will have booked more important orders than we had ever thought it possible to secure especially during our first few years in the field, and it is our honest opinion that no company manufacturing a similar line has booked as many important orders during the present year.

This means a whole lot to G.-B. salesmen. Every one of these orders gives the G.-B. Company prestige, and makes it easier for you to sell goods. It is encouraging because it means that the larger and discriminating buyers have stamped their mark of approval on our goods.

On the cover of our last weekly we told you that the month of September showed an increase of over 110%, and in our review of the week we stated that figures up to that time indicated an increase of 115%. The last mentioned figures are correct, our total sales for the month showing the largest gain for any one month in the history of our organization and bear in mind September last year was a good month.

A glance at the sales book shows that more men are actually reporting a satisfactory business than for many weeks past. This is evidence that buyers throughout the country are optimistic, and indicates a splendid business for the coming year.

We are going to tell you a little about the work of some salesmen reporting a good business.

Mr. Lott reports a clean week with a total of seven orders. He however, had some good ones and his total for the week is most satisfactory. His best orders for the week follow: A glass manufacturer placed an order with

him for Fery Series Mailing Cards and envelopes, amounting to \$400.00. A hardware dealer purchased \$120.00 worth of "Violet" in Series M28 and M8 mounts with 1000 Post Cards as announcements. A dealer in automobile supplies selected "The Sisters" in 10x14 Cardboard with Post Card announcements. Their order amounted to \$103.00.

If Mr. S. L. Smith could have ended the week as well as he started it, he would have had an unusually large total for this season of the year. However, he landed a couple of good orders early in the week, which, added to his other business, gives him a nice total. His largest order was from a real estate dealer, and amounts to \$404.00, the subject selected being "A Clear Title" in Series 10x23½ roll, and in Series M23 Mount. Another fair order of his is from a florist and coal dealer, calling for 3600 5x10 Mailing Cards.

Mr. Meyer had a mighty good week. In fact he has been going along at a splendid clip all year. His best order was from a dealer in paints and supplies, amounting to \$529.50. The subjects sold were "Marion" and "A Merry Christmas" in series D28 with envelopes and mailing devices. Another nice order he landed was from a wholesale liquor dealer. This order specified Series D27 and a few of "Moonlight on the Old Canal" in series D7. A bank order of his calls for 500 of "Doris" in Series D31.

Mr. A. E. Gerlach reports business every day and a fair number of orders. His best one was from a vinegar merchant and amounted to \$238.50. This order was referred to on back cover of the Review last week. Another fair order of his from a tailoring firm is for 500 of "Isabel" in series D28 with Mailing Devices.

Mr. Coleman's total for the week was helped out materially by a nice order which he secured from a wholesale liquor company. It amounts to \$310.00, the subject selected being "Autumn Leaves" by Kenyon in De Luxe Mount. A Gents' Furnishing dealer gave Mr. Coleman an order for 2400 Kenyon Series Mailing Cards.

There are a number of others who report very satisfactory totals. For instance Mr. F. A. Smith sends in a bank order amounting to \$263.00. Another is from a general insurance firm amounting to \$151.00.

Mr. Finley numbers among his orders for the week one from a manufacturing firm,

amounting to \$213.00. It calls for De Luxe mounts. Another one amounting to \$100.00 is from a furniture dealer.

Mr. Fairbairn reports business every day, and a total of 11 orders. He had some very fair orders during the week, and we might mention particularly one from a firm of commission merchants, specifying 6000 Kenyon Series Mailing Cards.

Mr. Brooks reported business five days. His best reports were for Wednesday and Friday. Wednesday's two orders amounted to \$130.00 and Friday's two orders \$156.00, which, added to his other business gives him a nice total.

Mr. Garner reported business four days. His best order was from a coal company, for 1000 Davis De Luxe. Another fair sized order was from a commission merchant for 200 of No. 306 rolls, complete with Mailing Devices.

Mr. Woodman reported ten orders for the week. The larger was a bank order amounting to \$135.00. He sold them numbers 2703-4-5. Another order he secured was from a druggist, the specifications calling for 300 D1602 "Violet."

Mr. Cies reported business every day but one and a total of thirteen orders. One order is from a dealer in implements, for 7200 Palm Series Blotters in large size. His best day was Monday, when he wrote four orders amounting to \$120.00.

Some other good orders booked during the week follow:

Mr. Beelman sold a lumber company 300 of "An English Fishing Village" in Series D7. Another was from a land company, which calls for 300 of "Ready for the Day's Work" in Series 9 roll.

Mr. Bowles had two fair bank orders. One specified "Violet" in roll form and amounts to \$100.00; the other calls for 500 of one of our Kenyon subjects in Davis De Luxe.

Mr. Brooks sold a bank a mixed order amounting to \$93.00, another bank order of his specified 500 Davis De Luxe "Golden Rod" by Kenyon and 500 5x10 Cardboards, subject "Tulips," by Kenyon.

Mr. Huffert reports business every day. He landed a fair order from a business college calling for 3000 Kenyon Series Mailing Cards with envelopes.

Mr. Parks sold a real estate man 100 Jumbo roll's and 100 Davis De Luxe D3509 with reinforced mailers. Mr. Saxton's best order of the week was a bank order calling for

1000 of "Off the New England Coast" in Series M25.

Day's Business

Four salesmen report perfect weeks, viz: Messrs. Fairbairn, A. E. Gerlach, Huffert and Lott. Those reporting business every day but one are, Messrs. Brooks, Cies, Finley and H. B. McDonald. A number of men report business four days, and altogether the showing under this heading shows somewhat of an improvement.

Number of Orders

You will always find Mr. Cies well up under this heading as well as under heading "Day's Business." This week as well as last week Mr. Cies reported the largest number of orders booked. His total last week was fourteen. This week it is thirteen. Mr. Fairbairn follows with eleven orders, Mr. H. B. McDonald and Mr. Woodman follow with ten each. Mr. Huffert stands number 4 with nine orders, and Mr. A. E. Gerlach follows with a total of eight. Many others report a fair number of orders and the showing under this heading as well as under heading "Day's Business" is very fair.

Rush Shipments

Of course, as the end of the year draws near we are receiving more or less rush orders. We wish to call particular attention to the fact that it is impossible to make immediate shipment of any order when it is found that customers are not at least fairly well rated in the Mercantile Agency books.

As you probably know, we are guided largely by Dun and Bradstreet in passing credits, and in the event of a customer not being rated it is necessary to send for a special report or for bank references. If the customer is any distance from Joliet it means that several days or longer will ensue before the credit can be passed on.

We had an instance the other day in which immediate shipment was part of the contract. The buyer's name did not appear in the Mercantile Agencies' books and at best we could not possibly get information under ten days.

If you are working any distance from the factory, we would suggest that in the event of your taking orders calling for early shipment, that you make inquiries as to the responsibility of buyer, getting your information from local banks, unless you know that the customer is

rated. We do not ask salesmen to go to any great bother as regards credits, except in the event of the order specifying immediate shipment.

This suggestion applies particularly to certain lines of business. For instance, Insurance and Real Estate firms are never rated, although as a rule they are found to be responsible. Please bear this in mind from now on, as it will help materially in handling rush shipments.

Sell Good Stuff

It is to your interest as well as to the interest of your customer to sell good Calendars. If a customer has only a certain amount which he cares to spend for Calendars, sell him a few good ones rather than a lot of cheap ones. It will pay your customer better dividends, and it will mean that his Calendar appropriation will likely be increased from year to year. Supposing a man has been using 500 Cardboard Calendars. Sell 200 good mounts as an experiment, and tell him that you will stake your reputation on his getting better results from the 200 good Calendars as against 500 cheap ones. He will get better results without a question of doubt. He will receive more good advertising and the result will be that the following year you will sell him a larger quantity of good Calendars. As time passes you will have him buying just as many good ones as he previously used of the cheaper kind, and his Calendars will be giving him much better advertising value.

The day of cheap Calendar is past. Successful advertisers are using the better kind. Possibly, many of you find certain portions of your territory in which cardboard Calendars are strong, and it is hard to get a buyer to change to the higher priced goods. The fact that cardboard Calendars are used extensively in a territory is just the reason why the shrewd advertiser should buy good ones. If the matter is properly placed before him the wise advertiser will quickly grasp the situation and will take advantage of the very fact that the other fellows are using cheap goods.

We know a very successful Calendar salesman, who made the statement not long ago, that he did not carry a single cardboard Calendar in his outfit, and what is more he did not sell cardboards. He has been selling Calendars for a number of years, and has his trade educated to a point where they appreciate good Calendars. He makes more money.

and the buyers get better results from their advertising.

The Man Who Delivers the Goods

The Boston Post, dated September 9th, contains the following admirable copyright prose-poem by Walt Mason:

There's a man in the world who is never turned down, wherever he chances to stray; he gets the glad hand in the populous town, or out where the farmers make hay; he's greeted with pleasure on deserts of sand, and deep in the aisles of the woods; wherever he goes there's the welcoming hand—he's The Man Who Delivers the Goods. The failures of life sit around and complain; the gods haven't treated them white; they've lost their umbrellas whenever there's rain, and they haven't their lanterns at night. Men tire of the failures who fill with their sighs the air of their own neighborhoods; there's one who is greeted with love-lighted eyes—he's The Man Who Delivers the Goods. One fellow is lazy and watches the clock, and waits for the whistle to blow; and one has a hammer, with which he will knock, and one tells a story of woe; and one, if requested to travel a mile will measure the perches and roods; but one does his stunt with a whistle or smile—he's The Man Who Delivers the Goods. One man is afraid that he'll labor too hard—the world isn't yearning for such; and one man is always alert, on his guard, lest he put in a minute too much; and one has a grouch or a temper that's bad, and one is a creature of moods; so it's hey for the joyous and rollicking lad—for the One Who Delivers the Goods!

Some Prosperity Straws

The October number of that bright and readable publication, *Advertiser's Almanack*, has this piece of cheer and encouragement for toilers in The G.-B. hive of industry:

If advertising waits on good times, like ap-

petites on digestion, it seems these ought to be good days to those of us who give the wheel of business its first turns and set it on its way.

Just look:

The real new money in the country comes from the fields and mines. The value of this year's farm products is expected to be \$322,000,000 more than last year—four times the value of the product of the mines. These crops are worth the tidy sum of \$8,100,000,000. Think of 3,000,000,000 bushels of corn!

More money is in circulation. The amount going the rounds on August 1st was said to be \$3,095,080,999, which doesn't mean much to most of us, although we must admire the accuracy of the figuring that causes those odd nines on the rear end, but the money-sharps declare they know, and say the most important thing of it all is that these figures exceed all records on the same date in the past ten years.

The *Manufacturers' Record* boils it down to this: "Get busy, or get left," which is certainly holding the burning truth right up where all can see.

Get Busy or Get Left

Grit makes the man;

The want of it the chump.

The men who win lay hold,

Hang on, and hump.

—*The Motto of Grit.*

Getting business is just like courting a girl. You must offer the right kind of goods—and keep right on calling.

One today wisely used is worth a dozen to-morrows. One's here, t' other isn't.

To the man behind: Brisk up! Push ahead! Keep going and you'll get there.

Confidence is the companion of success.

Good ads. are the ball-bearings of business.

Quantity all you like, provided every bit of it be of right quality.

An ounce of *action* beats a pound of *plan*, 'Tis the *doer to-day* that marks the man.

NEWS FROM THE FIELD

A Skeptical Buyer Satisfied

Early in the year Mr. Fadely called upon a bank and placed our line before their cashier. Now he had not sold nor had he shown our line to this institution previously, and the buyer evidently had his doubts as to whether

or not we could "deliver the goods." Mr. Fadely finally did secure a small order for some reverse color, Plain Business Calendars, the understanding being that a proof was to be submitted before the work was completed. In due course of time we forwarded the proo-

and Mr. Fadely happening to be along about that time, dropped in to see them again. He found them well pleased with our proof and sold them an additional order amounting to approximately \$90.00. The additional order was for "Gull Rocks" in Series 18 roll, apparently for distribution into the homes of their patrons. Mr. Fadely writes regarding the second order, as follows:—

"Enclosed you will find order from a bank, to whom I sold a bill of Plain Business Calendars amounting to \$30.00 early in the year. I think at that time the buyer was a little skeptical about us, but after they saw the proof, which it was agreed we would submit, they were more than satisfied. When I called to see them again was informed they were on the market for more Calendars, and the result is—the enclosed order amounting to \$88.30."

C. W. FADELY.

Every Customer a Satisfied Customer

This has been our policy and will continue to be our policy as long as we are manufacturing Calendars. While we have the most skillful help obtainable in all departments, we are not infallible, and it would seem that a customer of Mr. W. A. McDonald's received some Calendars that were slightly damaged. We promptly took this matter up with the president of the bank and offered to make them an entire new lot. Mr. McDonald happened along about the time and called on these people. The matter was called to his attention and we will let Mr. McDonald tell about it in his letter which follows:

"Mr. M—— called my attention to the Calendars being discolored and said he had written you regarding same but had not received a reply. Later in the day he called to me across the street, saying he had a letter which he just got from the Post Office and asked me into the bank so that we could see what the letter contained. When he read it he said, "Well that's the kind of people I like to do business with. They are ready to make good without a lot of argument." I had told him before this that I could assure him you would make things right.

W. A. McDONALD."

Our idea in quoting the above letter is to impress upon every G.-B. salesman that it is the policy of this company to take the very best of care of our customers. In other words, we are working with you to help you build up

a permanent trade for yourself and the company, in your territory, and we do not intend that any customer will have the opportunity of turning you down next year, through any fault of ours.

Do not agree to do anything that you are not sure is within our power to carry out. Do not make any agreements that are not fully stipulated in the contract. If you will follow such methods you can rest assured that we will do our best to hold your trade for you.

H. E. Smith Acknowledges Belated Prize

Mr. Smith was one of the winners in the contest in which we offered Walrus Grips as prizes sometime ago. He was announced a winner, but through an unfortunate blunder on the part of the manufacturer, Mr. Smith's grip was never delivered to him. After waiting some little time Mr. Smith dropped us a line, thinking that the grip had gone astray. On investigation we found that the manufacturer had made it up and carefully stored it away. We of course, apologized to Mr. Smith, and in acknowledging receipt of the grip he writes as follows:—

"The Walrus Bag reached me today. Of course I expected to receive something pretty nice, for I know that the G.-B. Company never does things by halves, but when I unwrapped the package and found the Great Big Elegant Bag, I was most agreeably surprised. Its a Dandy Sure. Along with the one that I now have, do not think I shall ever need to buy another traveling bag. As the one I have been using is in fair condition, and will last me for sometime, I shall keep this New Beauty just for nice, to be used on State Occasions, such as The G.-B. Conventions, etc.

I wish to thank you for this splendid gift.

H. E. SMITH."

F. A. Smith Beards the Lion in His Den

Mr. Smith just sent in an order amounting to \$263.00. It calls for "In the Heart of the Rockies" in the 12x15 mount and "His Last Farewell" in De Luxe mount, and thereby hangs a tale.

The president of this particular bank has the reputation of being a hard man to sell. The business has previously gone to the Osborne Company. Their representative has always found it necessary to make several trips in order to get the business. On his first call

Mr. Smith not only got an audience, but finally sold the nice bill mentioned above.

His letter follows:—

The president and buyer of this bank has been known for some time by every Calendar salesman who works this territory, as a crank, and the cashier says that when a salesman goes in to see him on the Calendar proposition, "He walks right in and turns around and walks right out again." He is only at the bank on certain days and when they have bought the Osborne man has sold them after making several special trips. He will not talk Calendars until late. I found him in his den, and the good old G.-B. Co. has his order this year not the Osborne Co.

F. A. SMITH.

Brooks Profits by K. H. Gerlach's Methods

In sending in two bank orders the other day Mr. Brooks says that at least one of them was sold by Mr. Gerlach. By this he means that he would never have sold them had he not followed Mr. Gerlach's methods. We will let him tell about it:—

I enclose two small orders from banks who have bought Calendars; one from B. & B. and one from Osborne. In future I believe they belong to us. Mr. Gerlach sold one of these, for the man turned me down flat. I couldn't think fast enough to stay with him and he got loose. I went outside and thought what K. H. would have shot at him, and went back and sold him nearly three times as much as I had hopes of selling.

If I ever wake up and learn the things Mr. Gerlach knows I'll sew up this section of the country.

J. B. BROOKS.

In another letter Mr. Brooks tells about a bank order that he sold, and that the sale was entirely due to the distribution method suggested. It seems that the cashier of the bank had had trouble in successfully placing his

Calendars, and had about concluded that such advertising was not profitable. Mr. Brooks outlined the certificate-of-deposit method which landed the order.

In connection with this point we want to say that a good distribution method has landed many an important order. It would pay every salesman to study the different methods and devise methods of his own that will aid in the distribution of Calendars. If you ever run across a method that apparently is new and not outlined in our price book be sure to drop a line to the Editor so that it can be passed to the rest of the 'or e h'ough these pages. Mr. Brooks' letter regarding this order follows:—

I enclose two orders. One has been buying of the Murphy Company, but discontinued the use of Calendars, and would not buy because they could not successfully place their Calendars where they wanted to. It was the suggestion that they use the certificate-of-deposit method of distribution that sold the order.

JOHN B. BROOKS.

LEFT-OVERS WITHDRAW

HANGERS

No. 991 Edge of the Wood

CARDBOARDS

2791 Memories

1894 Winter Girl